WHO is promoting a global campaign which aims to raise awareness about the risks of misinformation around COVID-19. Photo: PAHO PAHO

LAUNCH OF VERIFIED CAMPAIGN

"Good communication saves lives"

As the COVID-19 pandemic spreads,

another virus is infecting our lives – misinformation.

Millions of people are being exposed to dangerous claims that COVID-19 doesn't exist, or that a miracle cure has been found, or that

About the author

António Guterres

António Guterres is the ninth Secretary-General of the United Nations, who took office on 1st January 2017.

the virus emerged as a result of a plot to destroy humanity or make profits.

A tsunami of hate, xenophobia, scapegoating and scare-mongering has been unleashed.

This ‘infodemic’ is proliferating and potentially deadly.

We cannot cede our virtual spaces to those who traffic in lies, fear and hate.

Misinformation spreads online, in messaging apps and person to person. Its creators use savvy production and distribution methods.

To counter it, scientists and institutions like the United Nations need to reach people with accurate information they can trust.

That is why we are launching ‘Verified’ - an initiative to share compelling, clear content, fact-based advice and stories highlighting the best of humanity.

With Verified, we can fight:

Lies and conspiracies with science and life-saving health advice;

Hate speech with solidarity;

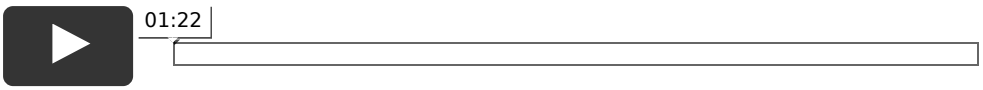
Despair with hope;

And solutions for how to recover better.

Good communication saves lives.

Verified

von **Share Verified**



- Press release: United Nations launches global initiative to combat misinformation (https://www.un.org/sites/un2.un.org/files/verified_press_release_may21_2020.pdf)
- Verified website (https://shareverified.com/)

(/en/coronavirus/first-person-refuge-covid-misinformation)

RCO JORDAN

Protecting refugees from COVID-19 misinformation (/en/coronavirus/first-person-refuge-covid-misinformation)

The COVID-19 inoculation is "just like any other vaccine" a UN Women staff member is telling the Syrian refugee women she cares for in camps in Jordan, as she tries to combat misinformation and false rumours, and avoid spikes in infection.

(/en/coronavirus/community-radio-fights-misinformation-venezuelan-refugees-and-migrants)

UNIC RIO

Community radio fights misinformation for Venezuelan refugees and migrants in Brazil (/en/coronavirus/community-radio-fights-misinformation-venezuelan-refugees-and-migrants)

Venezuela's community of refugees and migrants in Boa Vista, Brazil is fighting misinformation with the community radio programme La Voz de los Refugiados. In a studio that works as a radio laboratory inside a refugee shelter, eleven volunteers record podcasts answering questions from the community and thus fighting misinformation about COVID-19, documents, access to rights in Brazil, job search and other topics.

(/en/coronavirus/cartoon-helps-indigenous-children-fight-covid-19)

UNIC RIO

Cartoon helps indigenous children to fight COVID-19 (/en/coronavirus/cartoon-helps-indigenous-children-fight-covid-19)

In the heart of the Amazonas state, young Brazilian communicators had a powerful idea to teach prevention against COVID-19 in a soft and playful way for indigenous children. “I feel privileged to be part of something that can impact many people's lives,” says Anderson Teles Marques, 28-year-

old video editor and photographer and member of the Coordination of Indigenous Organizations of the Brazilian Amazon (Coiab, in Portuguese).

(https://www.addtoany.com/share#url=https%3A%2F%2Fwww.un.org%2Fen%2Fcoronavirus%2Fgood-communication-saves-lives&title=%22Good%20communication%20saves%20lives%22%20%7C%20United%20Nations)
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